



## ENRICO SERAFINO IS VIVA

*The first Alta Langa Viva-certified*



### **ENRICO SERAFINO**

ACHIEVED VIVA CERTIFICATION  
THAT ASSESSES THE  
SUSTAINABILITY  
PERFORMANCES OF ALL  
COMPANY ACTIVITIES.

### **OUDEIS**

IS THE FIRST ALTA LANGA EVER  
TO ACHIEVE THE VIVA  
PRODUCT CERTIFICATION OF  
SUSTAINABILITY.



VIVA SUSTAINABILITY  
IN THE ITALIAN  
WINE SECTOR

WE CARE ABOUT FUTURE GENERATIONS AND WE ARE COMMITTED TO SUSTAINABILITY INCLUDING ENVIRONMENTAL PROTECTION, SOCIAL PROGRESS AND ECONOMIC DEVELOPMENT.



WE CERTIFY OVER TIME THE SUSTAINABILITY PERFORMANCE OF ALL OUR ACTIVITIES WITH REGARD TO ENVIRONMENTAL PROTECTION, SOCIAL PROGRESS AND ECONOMIC DEVELOPMENT

## **SUSTAINABILITY IS ALL ABOUT RESPONSIBILITY**

it includes every action in each area of activity: community, vineyard, cellar, distribution, and consumption.

## **CONSISTENT APPROACH**

## **VIVA IS ALL ABOUT RESPONSIBILITY**

Viva assesses the impact of every action in the entire production process.

## **SUSTAINABILITY IS NOT AN OPINION**

we act basing on a set of measurable sustainability guidelines.

## **MEASURABLE AND COMPARABLE APPROACH**

## **VIVA IS NOT AN OPINION**

actions are assessed based on measurables and international standards.

## **SUSTAINABILITY IS MINDFULNESS**

a full set of understandable and clear data are made accessible to everybody.

## **TRANSPARENT APPROACH**

## **VIVA IS MINDFULNESS**

the whole set of VIVA data are accessible to everybody scanning the dedicated QR code.

## **SUSTAINABILITY IS A PATH**

we fix a full set of annual sustainability goals to keep us improving.

## **GOAL-ACHIEVED APPROACH**

## **VIVA IS A PATH**

the achievement of a set of goals is required to maintain the certification.

**SUSTAINABLE GROWTH  
IS AN ACT OF WILL**



**VIVA SUSTAINABILITY  
IN THE ITALIAN  
WINE SECTOR**

# The indicators



THE AIM OF IMPROVING SUSTAINABLE PERFORMANCE IS PURSUED THROUGH THE ANALYSIS OF FOUR INDICATORS SCIENTIFICALLY RECOGNIZED AND DEVELOPED FOLLOWING INTERNATIONAL STANDARDS



## INDICATORS

## DEFINITION

## EXAMPLES OF VERIFIED AREA

## METHODOLOGICAL REFERENCES



assesses the impact on the territory and the community of the company's actions considering the environmental, social and economic aspects. The analysis involves biodiversity, landscape, society and community.

- ethical of relations with employees
- workplace safety
- ethical of relations with suppliers and customers
- communication truth
- community involvement
- inclusion and equity
- respect for the landscape

Sustainability Reporting Guidelines  
GRI G 3.1.



assesses the impact of agronomic management practices in the vineyards and the related impacts on water bodies and soils. The analysis involves six areas: defense, fertilization, compaction, organic matter, erosion and landscape.

- soil processing
- farming practices
- biodegradable materials
- insects protection
- organic substance protection
- fertilizers and pesticides

Directive 2009/128/EC about the sustainable use of pesticides and the OIV guidelines defined by the CST 2008 guide.



evaluates the impact of the company's activities on climate change crossing the whole product life cycle. The greenhouse gases included in the analysis are: carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, sulfur hexafluoride and perfluorocarbons.

- emissions arising from:
- agricultural tractors
  - cars
  - raw material
  - transport of products
  - air conditioning offices
  - cellar refrigeration

UNI EN ISO/TS 14067 for the Carbon Footprint and UNI EN ISO 14064-1, for the greenhouse gas emissions.



evaluates the environmental impacts of the use of fresh water in all activities in both aspects of direct consumption and the quantity of water needed to dilute pollutants.

- in the cellar:
- collected volumes of water

in the vineyard:

    - consumption for treatments
    - consumption for washing
    - quality and quantity of fertilizers
    - containment systems

UNI EN ISO 14046 in addition to the WULCA e the Water Footprint Network, expressed by two indicators: Direct Water Scarcity Footprint and Non-Comprehensive Direct Water Degradation Footprint.



VIVA SUSTAINABILITY  
IN THE ITALIAN  
WINE SECTOR

# More and more virtuous

## ORGANIZATION CERTIFICATION

2019

2021



920,69

t of CO2 eq.

769,80

t of CO2 eq.

-16,38%

THE ARIA INDICATOR EXPRESSES THE TOTAL GREENHOUSE GAS EMISSIONS GENERATED, DIRECTLY AND INDIRECTLY, BY CORPORATE ACTIVITIES



2,07E+03

m3 H2O eq/year

1,41E+03

m3 H2O eq/year

-31,88%

THE WATER INDICATOR EXPRESSES THE POTENTIAL ENVIRONMENTAL IMPACTS RESULTING FROM THE USE OF FRESH WATER. IT TAKES INTO ACCOUNT THE WATER DIRECTLY CONSUMED AND POLLUTED BY THE ACTIVITIES THAT THE FARM CARRIES OUT, BOTH IN THE VINEYARD AND IN THE WINERY, DURING A CALENDAR YEAR.



THE TERRITORY INDICATOR ASSESSES THE CONSEQUENCES OF BUSINESS ACTIVITIES ON THE TERRITORY, BOTH AS THE ENVIRONMENT WHOSE VALUES TO BE DEFENDED ARE BIODIVERSITY, LANDSCAPE PROTECTION AND ENHANCEMENT, AND AS THE HUMAN COMMUNITY, ON WHICH THE SOCIAL AND ECONOMIC CONSEQUENCES ON WORKERS, THE LOCAL COMMUNITY, PRODUCERS AND CONSUMERS ARE VERIFIED.

# More and more virtuous

## PRODUCT CERTIFICATION

2019

2021



2,52

kg di CO2 eq/bt.

1,82

kg di CO2 eq/bt.

-27,77%

THE ARIA INDICATOR EXPRESSES THE TOTAL GREENHOUSE GAS EMISSIONS ASSOCIATED, DIRECTLY AND INDIRECTLY, WITH THE LIFE CYCLE OF A 0.75 L BOTTLE OF WINE.



6

L di H2O  
eq/0,75 L

*diretta*

4

L di H2O  
eq/0,75 L

-33,33%

4

L H2O/0,75L

*indiretta*

2

L H2O/0,75L

-50,00%

THE WATER INDICATOR EXPRESSES THE POTENTIAL ENVIRONMENTAL IMPACTS RESULTING FROM THE USE OF FRESH WATER AND TAKES INTO ACCOUNT THE WATER DIRECTLY CONSUMED AND POLLUTED IN THE VINEYARD AND WINERY FOR THE PRODUCTION OF A 0.75 L BOTTLE OF WINE.



A

environmental  
impact

A

environmental  
impact

*best rating*

THE VINEYARD INDICATOR EVALUATES ALL AGRONOMIC MANAGEMENT PRACTICES IN THEIR OVERALL EFFECTS ON THE SURROUNDING ENVIRONMENT.



ENRICO SERAFINO  
1878

sustainable



## PIEMONTE ATTITUDE SINCE 1878

Piemonte Attitude arises from an extreme **poverty** that lasted up to mid-20th century.

Faced with this situation, with the aim of obtain high standard way of day-to-day life, piemontesi invested in something they could afford: **time** and **care**. All the while maintaining a strong respect of **nature** and passion for **details**.

Thus, the Piemonte Attitude is made from the **wisdom** of generations who make the most of the **natural gifts** found in the **region**.

**Since 1878**, Enrico Serafino has realized its vision with this attitude, and the winery has made a tangible contribution to the evolution of the **territorial wine identity**.

Enrico Serafino wines are a full expression of the **Piemonte Attitude**: time-demanding, elegant, multifaceted and artisan-crafted.



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